

TAGMARSHAL 2WAY CART SCREENS



FOR CART GOLF COURSES

Optimize your on-course operation with the **Tagmarshal 2Way 8inch and NEW 10inch Cart Screens**, giving you the tools to **manage course traffic effectively, increase efficiency, enhance the player experience and generate additional revenue.**

Supported by powerful data insights and reporting in the Analytics Hub, help your course to set goals, track and optimize - **driving continuous improvement, season after season!**



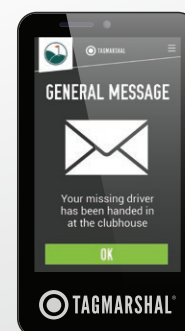
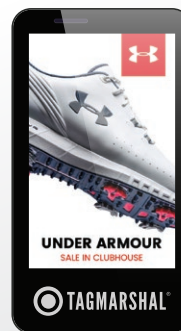
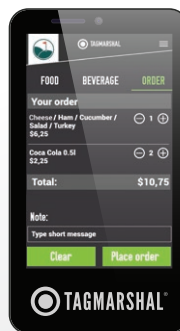
TAGMARSHAL IS A TRUSTED PARTNER TO:

- 40 of the Top 100 Courses**
- 600+ other Private, Daily Fee, Resort and Golf Management Groups**
- Many \$40-\$60 green fee courses**



TAGMARSHAL 2WAY CART SCREEN SPECIFICATIONS:

- **8inch and 10inch screens** now available
- **Military-grade GPS accuracy**
- **Ultra-high resolution display**
- **3x brighter screen (1000 NITS)**
- **Robust construction** – no additional protection required
- **IP65 certified (dustproof and water-resistant)**
- **Adjustable center-mounted screen** for comfort
- **External battery hidden under the dash** means it's protected from the sun
- **Tried and tested in agricultural and other robust outdoor environments**



FOOD ORDERING

ADVERTISING MODULE

MESSAGING

GEOFENCE & WEATHER ALERTS

TAGMARSHAL INTEGRATES WITH LEADING TECH PROVIDERS AND GOLF GENIUS



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TAGMARSHAL.COM - GOLF COURSE OPTIMIZATION



TAGMARSHAL
golf course optimization

MATERIAL BENEFITS TO YOUR OPERATION



ENHANCE THE PLAYER EXPERIENCE

- Optimal **pace and flow of play**
- Easy **player navigation** via touchscreen menu
- **Accurate yardage** showing front, back and middle of green
- Self-manage pace with **pace tracker**
- **2Way communication** for emergencies, group round info
- **Custom messaging** for specific groups or whole field
- **Weather warnings, pace alerts** and active **geofencing alerts**
- **Order F&B** from cart – easy and convenient!

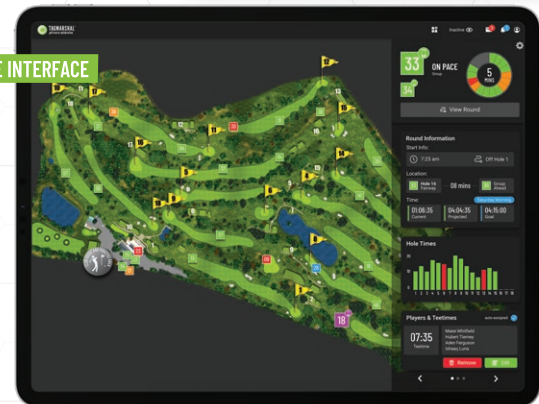


LIVE MAP WITH RANGE FINDER



INCREASE EFFICIENCY

- Full, real-time **oversight of course**
- **Live Map** shows all playing groups and maintenance carts
- **Highlights problem groups** causing delays vs those affected
- **Manage remotely** from PC, tablet, or phone while on the go
- **Proactively identify and resolve issues** before affecting field flow
- **Utilize fewer resources** - know which groups to approach and assist
- Have neutral, objective **discussion supported by data**

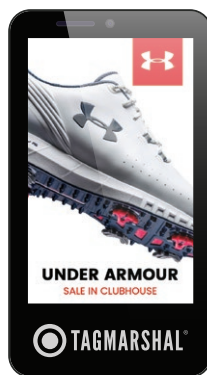


INTUITIVE INTERFACE



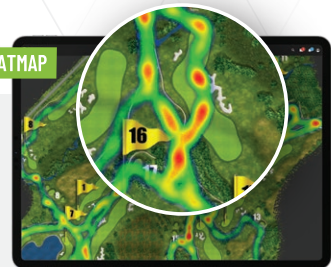
GENERATE ADDITIONAL REVENUE

- **Advertising module** for pro shop or clubhouse specials
- Sell third-party advertising and **generate ad revenue** (or have this managed for you)
- Use the **Gap Time Monitor** to **optimize course flow**
- **Optimize tee sheet**: more capacity
- Generate significant **additional tee sheet revenue**
- Additional players, **spend more on F&B and in pro shop**
- Positive player experiences **drive repeat play** and keep members loyal!



ADVERTISING MODULE

UTILIZATION HEATMAP



TAGMARSHAL ADDS VALUE TO SUPERINTENDENTS, TOO!

- **Identify viable gaps** in the field for maintenance work using the real-time Live Map to see where players are
- **Increase efficiency** - maintenance teams can get more work done
- Full line of sight and **tracking of maintenance machinery and moving sequences**
- **Heatmap visualization**: identification of high wear and tear and compaction risk areas
- **Geofencing features and alerts** help increase player compliance

CHOOSE THE OPTIMIZATION PACKAGE FOR YOUR 2WAY CART SCREENS

SOFTWARE PACKAGES:

Drive ongoing improvement with data-driven insights and reporting.
Choose the optimization software package that best suits your course:



TAGMARSHAL TRACK

Real-time line of sight and geofencing, with optional modules to manage day-to-day operations and course traffic.
Choose which additional features to purchase.



PREMIUM OPTIMIZER

Full suite of optimization features, including the Analytics Hub.
Best suited for courses that want to set goals, track and optimize, driving continuous improvement.

OPTIMIZATION SOFTWARE FEATURES INCLUDE:

LIVE MAP

Real-time, full line of sight of your course for proactive pace management and targeted use of player assistants.

GAP TIME MONITOR

Manage the field via a visual representation of the distance and time between groups, for optimal pace and flow and an enhanced player experience.

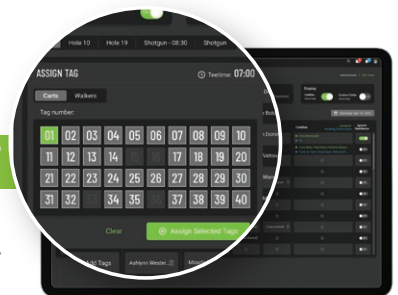


ANALYTICS HUB

Best-in-class data insights to spot trends for better decision-making and optimal course management.

TEE SHEET AUTO ASSIGNMENT

Building player profiles is easy with the intuitive system, combining tee sheet data and GPS technology to auto-assign players to tracking devices.



TRACK MAP

A complete record of every round played to aid with fact-based discussions and accountability.

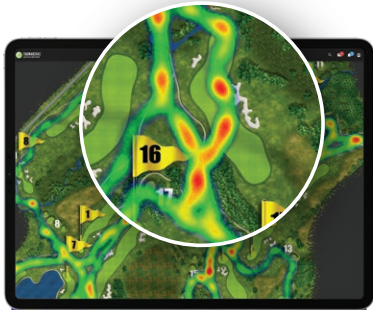
CONTACT US

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OPTIMIZATION SOFTWARE FEATURES

ON THE TAGMARSHAL SYSTEM



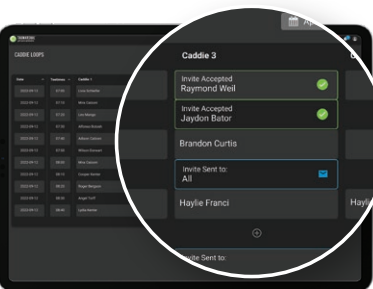
HEATMAP VISUALIZATION

Allows you to see which parts of the course are being under- or overutilized, to **assist course maintenance**.



GOAL SETTING MODULE

Set goals for key metrics to benchmark, **measure and optimize** performance.



CADDIE MANAGEMENT MODULE

Assign and manage your team of Caddies with ease, whether they're independent or internal.

GEOFENCING

Helps Superintendents and Maintenance teams to **protect sensitive or prohibited areas** of the course.



PLAYER PROFILES

Identify your quicker and slower players and **assign tee times accordingly**.



TAGMARSHAL 2WAY FEATURES

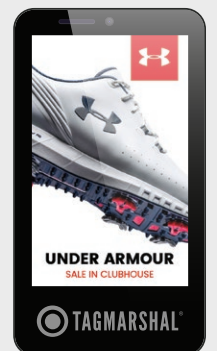
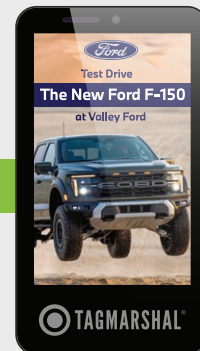
ALERTS MODULE

Send **automated geofence and pace alerts** directly to players, protecting sensitive turf and saving your team labor hours. **Customize messages** for certain groups or the entire field.



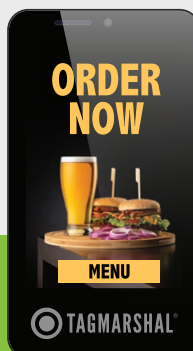
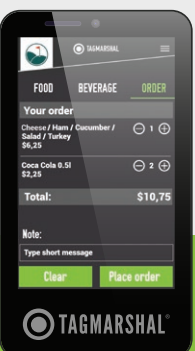
ADVERTISING MODULE

Get significant savings on your 2Way devices, by placing **third-party advertising** on your cart screens. Find out more about Tagmarshal Media's **managed and self-managed options**.



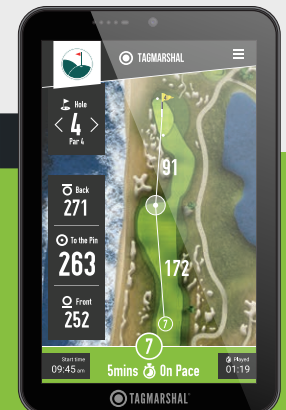
FOOD ORDERING MODULE

Players can now **order F&B from their 2Way cart screens**, before reaching the halfway house.



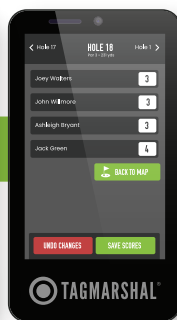
LIVE MAP

Enhance the player experience with **to-the-pin yardage, real-time pace tracking, F&B orders, direct messaging** and more, all easily accessible via the HD touchscreen devices.



Give your players **line-of-sight** of each hole with range-finding capabilities and the ability to **self-manage pace against your goal time**.

OPTIMIZATION SOFTWARE FEATURES OF THE TAGMARSHAL SYSTEM



GOLF GENIUS INTEGRATION

Live scoring, leaderboard functionality and more for tournaments via Tagmarshal's 2Way cart screens.

GEOFENCE ALERTS

Automated alerts to notify players and staff every time a geofence breach occurs.



Retail LEASE-TO-OWN

| 3YR CONTRACT NO SEASONAL DISCOUNT APPLIED | Minimum Units | Installation & Training Fee | | TRACK* | PREMIUM OPTIMIZER |
|--|---------------|-----------------------------|---------------------------------|---------|-------------------|
| | | Upfront | Ongoing Monthly Fee | | |
| CLASSIC | 30 | \$25.00 | \$16.90 | \$22.90 | |
| CLASSIC - INSTALLED | 40 | \$40.00 | \$18.90 | \$24.90 | |
| 2WAY HANDHELD (INCL. GPS) | 30 | \$30.00 | \$26.90 | \$34.90 | |
| 2WAY 8" CART SCREEN (INCL. GPS) | 40 | \$65.00 | \$34.90 | \$42.90 | |
| 2WAY 10" CART SCREEN (INCL. GPS) | 40 | \$65.00 | \$39.90 | \$47.90 | |
| STEP 1 - CHOOSE HARDWARE OPTION | | | STEP 2 - CHOOSE SOFTWARE OPTION | | |

* Additional features per module = \$ 2.90 / tag.

- Data storage is free for the first three years. Extra \$80 p/a per retained season (download options available).
- Our Lease-to-own options are provided through Tagmarshal's third party providers. Credit approval is required. Ask your sales representative for details.

Dated June 2024 - Prices & Detail subject to change

CONTACT US

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PRODUCT FEATURES



TAGMARSHAL'S GOLF COURSE OPTIMIZATION SOFTWARE AND PACE AND FLOW OF PLAY MANAGEMENT SYSTEM HAS THE RIGHT SOLUTION FOR YOUR COURSE.

| SOFTWARE OPTION | TRACK | PREMIUM OPTIMIZER |
|--|--|---|
| Mode | cart / mobile / combined | cart / mobile / combined |
| System default / minimum tracking tags | 36 | 36 |
| Contract period | 36 months | 36 months |
| Installation | Tagmarshal installation | Tagmarshal installation |
| Live Map - field tracking | ● | ● |
| Pre-emptive in-play alerts / algorithms | ● | ● |
| Geofencing basics | ● | ● |
| Track Maps unlimited | ● | ● |
| Player assistant / marshal / ranger tracking | ● | ● |
| Superintendent / maintenance vehicle tracking | ● | ● |
| Drinks cart tracking | ● | ● |
| Shotgun tracking | ● | ● |
| User management portal and staff profiles | ● | ● |
| Basic stats page | ● | ● |
| Tee times page** | ● | ● |
| Backend platform users | up to 6 user accounts (\$29 per additional user) | up to 15 user accounts (\$29 per additional user) |
| Text notifications | up to 400 Texts p/m | up to 1000 Texts p/m |
| Bundled Text rate | 400 Texts per \$20 bundle | 400 Texts per \$20 bundle |
| ANALYTICS AND REPORTING | [optional module \$2.90 p/m per unit] | ● |
| Analytics Hub | * | ● |
| Benchmarker - goal setting / reporting / email reports | * | ● |
| Dynamic Goal Times | * | ● |
| Gap Time Monitor | * | ● |
| PLAYER EXPERIENCE MODULE | [optional module \$2.90 p/m per unit] | ● |
| Player / caddie pace profiles | * | ● |
| On-course interaction tracker | * | ● |
| VIP tracking | * | ● |
| End of round alerts | * | ● |
| FLEET / GEOFENCE / ALERTS MODULE | [optional module \$2.90 p/m per unit] | ● |
| Geofencing and Alerts | * | ● |
| SMS / phone priority notifications | * | ● |
| Cart alert buzzer sound | * | ● |
| Coming soon: vehicle usage hours | * | ● |
| Utilization heatmaps | * | ● |
| CADDIE MANAGEMENT MODULE | [optional module \$2.90 p/m per unit] | ● |
| Assign and manage independant and internal caddies | * | ● |
| Caddie App licenses | Tagmarshal App; up to 60 users | Tagmarshal App; up to 100 users |
| 2WAY MODULES (SPECIAL FEATURES) | | ● |
| Advertising Module* | [optional module \$2.90 p/m per unit] - Included in media* | ● |
| F&B Module | [optional module \$2.90 p/m per unit] | ● |
| Bluetooth speakers - coming soon (cart screens only) | [optional module \$2.90 p/m per unit] | [optional module \$2.90 p/m per unit] |
| CONSULTING SERVICES | | ● |
| Detailed seasonal stats reports / analytics | | ● |
| FUTURE MODULES & INNOVATIONS | | ● |

TERMS & CONDITIONS:

- 2Way mounting bracket = center bracket (standard).
- Installed products available in North America, Europe and South Africa only. Alternatively, co-op buying (minimum 300 pieces per region).
- For mobile products outside of North America, Europe and South Africa, additional data charges may apply on a country-specific basis.
- Lease-to-own option provided through Tagmarshal's third-party partner providers. Credit approval required.
- Additional set-up and installation fees will apply if requirements are lower than minimum order quantity.
- All training, mapping, course calibration and set-up is included in the installation and training fee.
- All ongoing system support is included.

- Warranty includes software and system, but excludes damage caused by wear and tear.
- *Tagmarshal reserves the right to offer placements to all 2Way customers.
- **Free to managed media partners (jointly managed and fully managed).
- ** Managed tee sheet integrations at \$15 p/m

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